Smart Fashion Recommender Application

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	Customers are those who want to purchase various collection of fashion items.	Additional Delivery Charges,Network Issues,Poor Tracking,Fake Product Reviews	Better Tracking of Orders, Providing recommendations to the users based on their interests,Best Offers and Deals via Chatbot,Better Tracking of Orders.	

Focus on JAP, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS JAP	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on JAP, tap into BE, understand RC
	Understanding customer inquiries, their needs, and preferences can allow you to personalize product pages and build customer loyalty and affinity.	Security , Poor Tracking, Adapting to new technologies ,Reliability.	Reduce Customer Frustration , Finding the better Customer Service, Finding for the best deals and offers.	

Identify Strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Identify Strong TR & EM
	Through advertisements the customers are triggered in fashion, Seeing Neighbours and friends using the application.	Providing effective Recommendations,Implemenation of Interactive Chatbots,Providing reliable information of the products and customer reviews.	**8.1 ONLINE:** Order and Payments through online,Tracking of products. **8.2 OFFLINE:** Buy the products from the salesperson directly, Purchasing and manual billing .	
	4. EMOTIONS: BEFORE / AFTER EM BEFORE - Excitement, Anxiety AFTER - Satisfaction			